

CRAVEN COUNTY, NORTH CAROLINA

Employment Vacancy Posting

POSITION: Marketing Analyst
LOCATION: Craven County Economic Development Department
HIRING RANGE: \$35,581 - \$37,294
JOB TYPE: Full-Time/Permanent/Non-Exempt
POSTING DATE: June 24, 2014
DATE AVAILABLE: September 1, 2014
CLOSING DATE: July 8, 2014

PRIMARY PURPOSE OF POSITION

Position supports development and implementation of strategic marketing initiatives to enhance the growth of business investment within Craven County.

ESSENTIAL JOB FUNCTIONS

Employee is responsible for managing all aspects of economic development marketing activities. Serves as primary coordinator of all internal and external marketing activities including website design and maintenance; promotional materials; advertising opportunities; special programs and special events implementation; and serves as communications manager. Manages and tracks all social media platforms. Serves as principal assistant in business and industry recruitment through information organization and dissemination; website promotion; social media; and research and data collection. Creates and maintains the Craven County Economic Development website and ensures the website is contemporary, useful, and accurate. Responsible for tracking and analyzing web traffic using website analytics. Manages all social media platforms, including LinkedIn, Facebook, Twitter, YouTube, etc. This includes generating content, tracking and analyzing interactions, and using these tools efficiently to drive traffic to the website. Requires knowledge of social media practices applied specifically to economic development. Create, develop, and update all marketing materials for the Craven County Economic Development Department, available buildings, the Craven County Industrial Park, and other buildings and sites as necessary. This requires creativity, originality, and the ability to produce materials in-house. Coordinates development of mapping and photography, including maintenance of map files and producing new photographs for marketing materials and the website. Coordinates with professional photographers for special photography. Maintains the Property Inventory. Ensures regional and state websites accurately reflect the available properties list.

MINIMUM EDUCATION AND EXPERIENCE

Bachelor's degree in Marketing, Communications or similar field (preferred) OR minimum five years of experience in Economic Development or Marketing. Proficiency in Microsoft Office, web content management, internet research and social media marketing.

ADDITIONAL JOB FUNCTIONS

This position requires excellent communication skills and a good knowledge of economic development marketing. Must possess knowledge of economic development principles, practices and procedures. Candidate is subject to a criminal background check. Must be willing to work occasional nights.

HOW TO APPLY

Contact the Division of Employment Security for an official NC State Application (PD107) or download the application from <http://www.oshr.nc.gov/jobs/general.htm>. Applicants must be registered at www.ncworks.gov prior to submitting an application. Resumes will not be accepted unless accompanied by a completed application. Apply to Division of Employment Security, 2836 Neuse Blvd, New Bern, NC 28560. Craven County Department contact for questions is Timothy Downs at 252-633-5300.

Craven County is an Equal Opportunity Affirmative Action Employer.

